

## What is missing from your site in the way of fully supporting buyers or visitors?

- question #1
- Visitors don't always know what they need when they come to the site and therefore can't find it
  - Visitors sometimes leave the site before they've completed their search
  - Visitors don't know how to navigate the site although we have worked hard at making that easy for them
  - Visitors know what they want and can't find it because we don't have it
  - Visitors know what they want and can't find it because they don't know how to use the site

FIG. 1

What is stopping you from making the site more accessible for visitors?

question #2

- We did the best we could with what we had
- Don't know how
- Didn't realize it could have worked differently
- We tried and the changes didn't seem to make a difference

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- My programmers would have to agree
- My team would have to agree
- It would have to be priced realistically and in relation to what we have already spent on our site
- I would have to know there are measurable results
- I would have to know it actually worked

FIG. 3

Variable	Mean	SD	Min	Max	Median	Q1	Q3	Mode	Skewness	Kurtosis	Jarque-Bera	Prob > chi2
Age	35.5	10.5	20	65	35	30	40	35	-0.1	3.2	0.2	0.6
Gender	0.5	0.5	0	1	0.5	0	1	0.5	0.0	0.0	0.0	1.0
Marital Status	0.7	0.4	0	1	0.7	0	1	0.7	0.0	0.0	0.0	1.0
Education	12.5	1.5	9	16	12	11	13	12	-0.2	2.5	0.1	0.7
Income	1500	500	500	3000	1200	800	1800	1200	-0.5	4.0	0.3	0.5
Health	0.8	0.3	0	1	0.8	0	1	0.8	0.0	0.0	0.0	1.0
Occupation	1.5	1.0	1	4	1.5	1	2	1.5	0.0	0.0	0.0	1.0
Religion	0.5	0.5	0	1	0.5	0	1	0.5	0.0	0.0	0.0	1.0
Political Party	0.5	0.5	0	1	0.5	0	1	0.5	0.0	0.0	0.0	1.0
Home Ownership	0.6	0.4	0	1	0.6	0	1	0.6	0.0	0.0	0.0	1.0
Vehicle Ownership	0.4	0.5	0	1	0.4	0	1	0.4	0.0	0.0	0.0	1.0
Life Satisfaction	4.5	1.0	1	7	4	3	5	4	-0.1	2.8	0.1	0.7
Health Satisfaction	5.5	1.0	1	7	5	4	6	5	-0.2	3.0	0.2	0.6
Income Satisfaction	4.0	1.0	1	7	4	3	5	4	-0.1	2.9	0.1	0.7
Home Satisfaction	5.0	1.0	1	7	5	4	6	5	-0.2	3.1	0.2	0.6
Vehicle Satisfaction	4.5	1.0	1	7	4	3	5	4	-0.1	2.8	0.1	0.7
Life Satisfaction (Control)	4.5	1.0	1	7	4	3	5	4	-0.1	2.8	0.1	0.7
Health Satisfaction (Control)	5.5	1.0	1	7	5	4	6	5	-0.2	3.0	0.2	0.6
Income Satisfaction (Control)	4.0	1.0	1	7	4	3	5	4	-0.1	2.9	0.1	0.7
Home Satisfaction (Control)	5.0	1.0	1	7	5	4	6	5	-0.2	3.1	0.2	0.6
Vehicle Satisfaction (Control)	4.5	1.0	1	7	4	3	5	4	-0.1	2.8	0.1	0.7

How would you know that Hobbes would give you a way to help you meet your criteria for visitors using your site?

Question #4

- I would have to understand how easy it would be to add to my site
  - I would have to know how other users have found it on other sites
  - I would have to know I could track the results
  - I would want to have it be customized and be site-specific
  - My programmers would have to be comfortable with it
- 7 ● I would have to make a business case for it
- I would want to buy an off the shelf product that could be made to work with my existing programming
  - I would want to trial it
  - I would want to have an ongoing relationship with SDDC for maintenance and product support
  - I would want to know how to track and analyze the data which will be coming in

FIG. 4

## business case

Hobbes works with a series of questions, which focus, collect, and make sense of the thought processes, beliefs, ethics, and history, which form the basis of how people make decisions. It will help visitors

- Make an easy purchasing decision and go directly to the area on your site, which holds their answers,
- Make a decision when they are unsure of all of their selection criteria when entering the site (those buyers seeking information only),
- Decide early on that your site will not hold their answers,
- Be linked to business partners when appropriate,
- Make your site a showcase for supporting visitors wanting to make decisions in your field and choosing your site - and your business offering - to come to for support.

Until now, search engines have been the tools most used to help visitors get to what they seek. That works well, for visitors who already know exactly what they want. But what about those who aren't clear, or haven't decided, or are having difficulty deciding?

Hobbes works with all those visitors who need help in deciding on how your product fits in with their existing systems, personal or professional.

What types of sites can use Hobbes?

How to integrate your sales approach with the web

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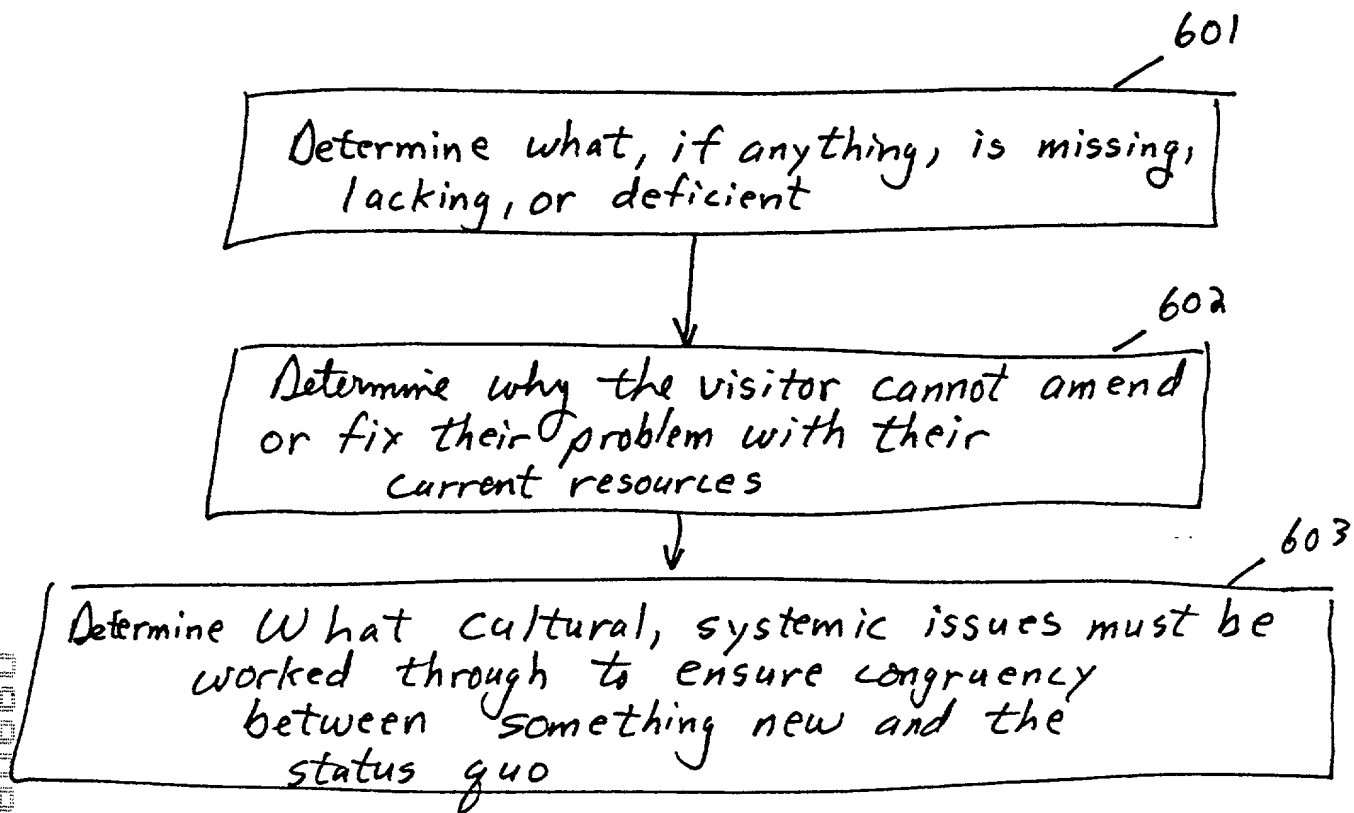


FIG. 6

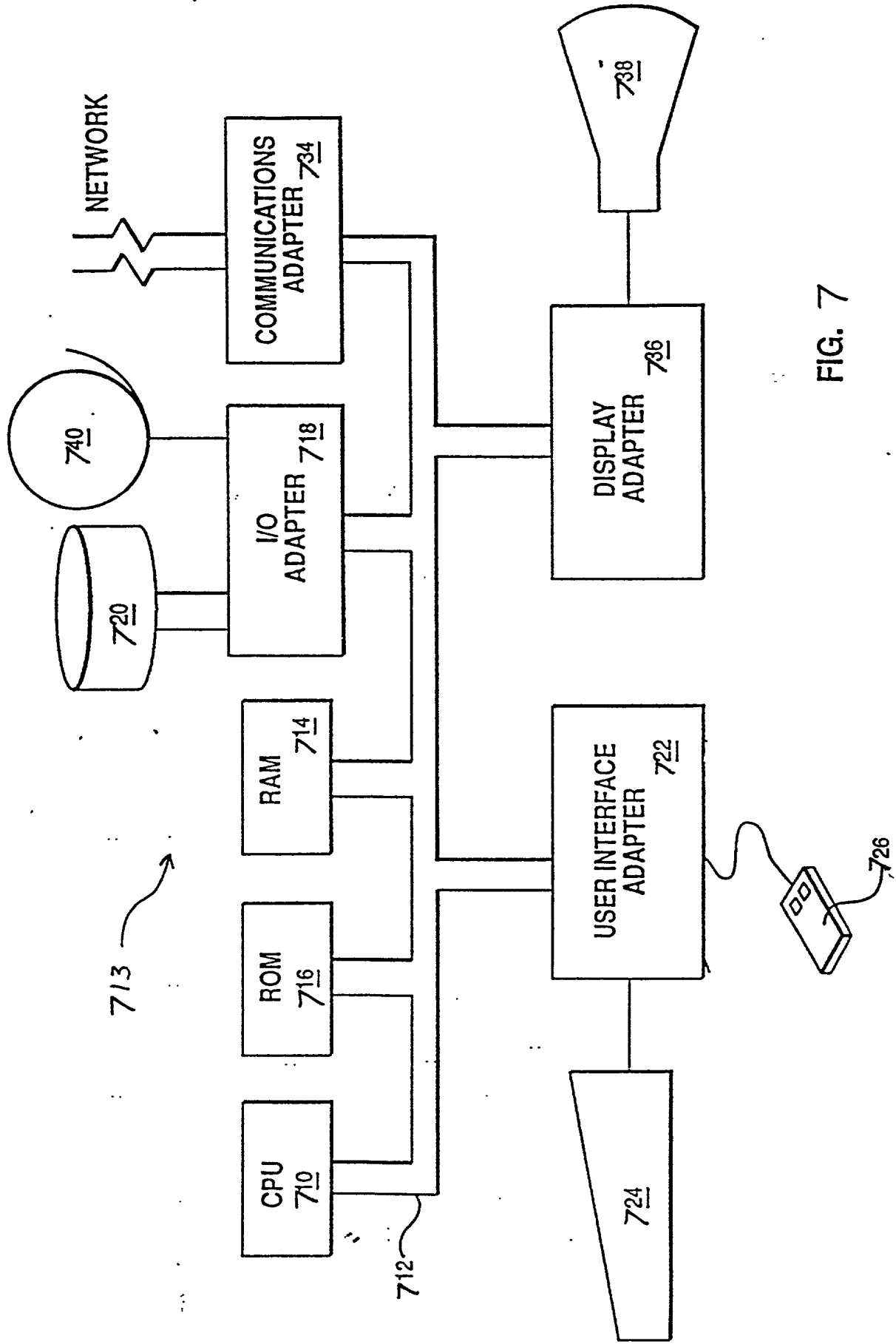


FIG. 7